

Top Tactics for Tough Times

Google™

Like many businesses these days, you're probably keeping a close eye on your bottom line. And in this challenging economic climate, we're committed to helping you maximize your AdWords investment.

We asked experts on the AdWords team to share their top recommendations for getting the most out of AdWords during an economic downturn. The result is www.google.com/adwords/tactics2009, a website with tactics and resources that can help you improve the return from your AdWords advertising. In this booklet you'll find a preview of these tips, along with information about free Google tools that you can use to enhance your marketing, improve your website, and lower your overall costs.

With the right advertising tactics, a downturn can actually provide opportunities for online marketers. Now more than ever, your customers are relying on the Internet to help them make the best purchase decisions during tight times. AdWords offers you the most efficient, targeted way to reach these customers where they're researching and buying: online.

We hope you find the site and our suggestions timely and helpful. And as always, thank you for advertising with Google AdWords.

Sincerely,

The AdWords Team

The AdWords Team

www.google.com/adwords/tactics2009

Marketing is more important than ever.
94% of CMOs believe that “a tough economic period is precisely the time when marketing plays a key role.”¹

Online consumer spending will continue to grow. Online retail sales are expected to grow twice as fast as offline retail sales.²

www.google.com/adwords/tactics2009

AdWords Tactics for Tough Times

In this changing economic climate, adapting your advertising plans to capture emerging opportunities is essential. To lend a hand, we've crafted six simple tactics that can help you get more value from your campaigns.

1 Focus your ads on low prices and savings.

Consumers care about prices more than ever, especially on day-to-day purchases. Half of consumers believe they'll find the best deals online.³ Update your ad text to focus on low prices, good values, and promotions.

Tips in Action

To draw the attention of price-conscious shoppers, these ads use savings-related terms.

10% Off All Cameras
Save on all brands of cameras
Enter promo code **GX72S**
www.AdWordsExample.com

Gift Basket Sale
Buy 1 get 1 free on all
gourmet gift baskets
www.AdWordsExample.com

2 Use value-related keywords.

Consumers are actively searching for deals. To target these users, add appropriate price- and discount-related keywords. Try the AdWords Search-based Keyword tool and Search Query Performance report to generate new and higher-performing ideas.

Tips in Action

To attract more customers, value-related keywords have been added to the keyword list on the right.

Car Wash Ad Group
car wash
hand wash car
brushless car wash
Clicks: 50

Car Wash Ad Group
car wash
hand wash car
brushless car wash
+ discount car wash
+ car wash coupon
+ car wash savings
Clicks: 84

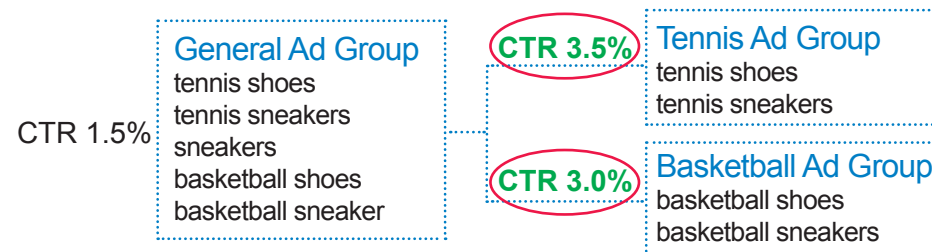
AdWords Tactics for Tough Times

3 Ensure your ad groups are targeted and relevant.

Ads perform best when the ad copy mirrors the keywords, so make sure that each ad group focuses on a specific topic or product. That way, you can have tightly themed keyword lists with ads that reflect those themes. For instance, an ad group about “tennis sneakers” will generally perform better than a broader ad group about “sneakers.”

Tips in Action

Splitting up the general ad group on the left into two, more specific ad groups will likely enhance its performance.



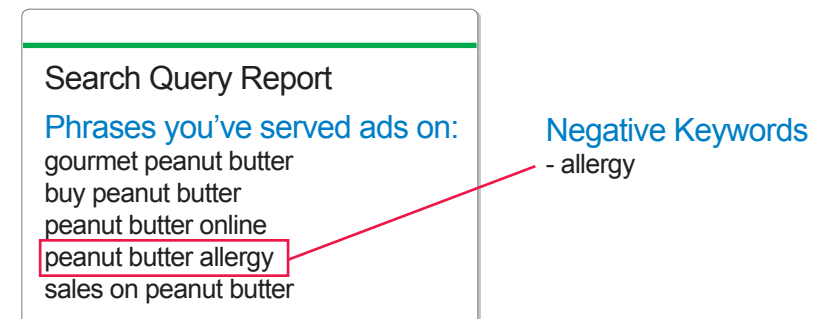
Learn how: www.google.com/adwords/tactics2009

4 Don't waste money on irrelevant clicks.

Sometimes keyword lists can attract people who are looking for products you don't offer. Use negative keywords to filter out traffic that's not related to your business. The Search Query Performance report can help you identify potential negative keywords by showing which queries have triggered your ads.

Tips in Action

A search for “peanut butter allergy” isn't relevant to the sale of peanut butter, so *allergy* should be added as a negative keyword.



Original CTR: .5%

New CTR: .65%

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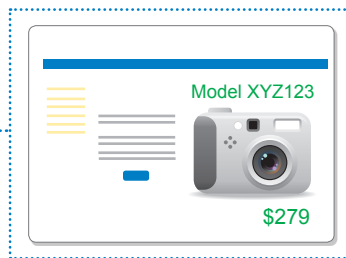
5 Make it easy for customers to buy.

Since people are spending more time comparing products and services online, make it easier for them to buy from your site in particular. Send visitors directly to the page that describes the product or service in your ad.

Tips in Action

To be most effective, the Destination URL for this ad sends visitors to the page where Model XYZ123 camera can be found for \$279.

Save on Digital Cameras
Buy Model XYZ123 digital camera for only \$279. Free US shipping.
www.AdWordsExample.com

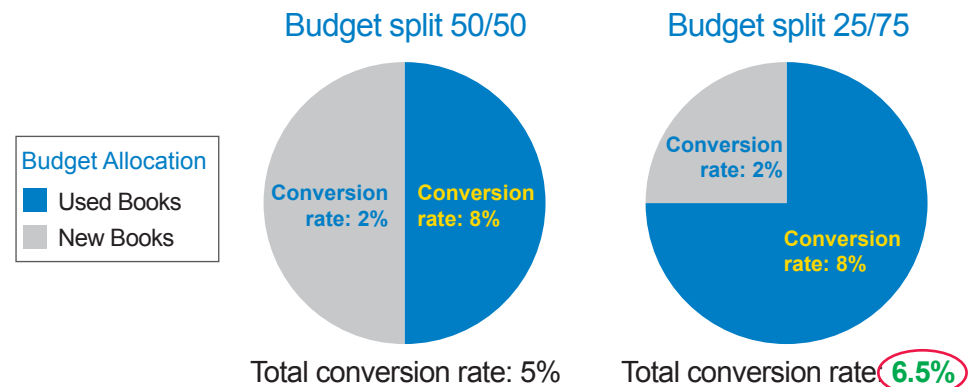


6 Focus your money on your high-performers.

To get the most out of your campaigns, focus your time and resources on the keywords, ads, and ad groups that are driving the most value. To determine what's performing best for you, consider Google's free conversion tracking tool.

Tips in Action

The overall budget of \$100 was split evenly between the two campaigns below. Google's conversion tracking tool showed that the Used Books campaign was converting at a higher rate, so budget was shifted towards that campaign, increasing the overall conversion rate in the account.



Search advertising is particularly valuable now. 83% of search advertisers plan to maintain or increase their marketing spend in the next 12 months.⁴

Consumers will look online more.

Last year saw a 10% increase in people who research online before buying in the store.⁵ Additionally, Compete Inc. reports a 31.7% growth in online search queries from 2007 to 2008.⁶

[1] Epsilon, "Epsilon CMO Survey," September, 2008.

[2] Calculation based on data from US Department of Commerce and TNS Retail Forward as cited in press release, December 18, 2008; and eMarketer "eMarketer's Predictions for 2009," December 16, 2008.

[3] Forrester Research Inc., "Outlook For US Online Holiday Sales, 2008," October, 2008.

[4] JupiterResearch, "Large-scale Paid Search: Challenges and Opportunities" commissioned by Marin Software, October 2008 as cited by Search Engine Land, October 15, 2008.

[5] Vertis Communications, "Customer Focus 2008: Holiday Retail study," October, 2008.

[6] Compete Inc., "December 2008 Search Volume." Additional calculations based on data in Compete Data Hub, January 16, 2009.

Free **Google Tools** for Your Business

Take advantage of these free tools to help track and improve your AdWords performance, and assess customer behavior and trends in the current economy. Learn how to use these tools at: www.google.com/adwords/tactics2009

AdWords Report Center

How you can use it: Keep a close eye on your account by scheduling automatic reports, which can be emailed to you regularly. You can use these reports to monitor performance, track spend, and find new ways to refine your campaigns, ad groups, keywords, and more.

Where to find it: The Reports tab in your AdWords account

Local Business Center

How you can use it: Zero in on potential customers in your area by creating a listing with your business address and hours of operation to appear on Google Maps. You can even add printable coupons to appeal to savings-minded consumers.

Where to find it: www.google.com/local/add

Website Optimizer

How you can use it: Test different combinations of website content and design to find out which headlines, images, text, or layouts lead to the most conversions. This can help you quickly and easily increase revenue and return on investment.

Where to find it: www.google.com/websiteoptimizer



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